

# 2017 APEC Business Ethics for SMEs Forum

Hà Nội, Việt Nam | September 7–8, 2017

## PLENARY DIALOGUE (8 SEPTEMBER) MEDICAL DEVICE & BIOPHARMACEUTICAL SECTORS

*The Sheraton Hanoi, Grand Ballroom*

TIME	OPENING PROGRAM
7:00-8:00	Registration & Confirm Seat Location – Song Hong Ballroom, Sheraton Hanoi <i>NOTE: Registration closes at 8:00. Attendees should identify seat location.</i>
8:00-8:30	Welcome Coffee / Tea – Song Hong Ballroom Foyer
8:30-9:15	<p>Opening Ceremony</p> <p><i>Emcee: Ms. Lynn Costa, Project Overseer, Business Ethics for APEC SMEs Initiative</i></p> <ul style="list-style-type: none"> <li>• Viet Nam Consensus Framework for Multi-Stakeholder Ethical Collaboration in the Medical Device and Biopharmaceutical Sectors</li> <li>• Presentation of the 2017 APEC Business Ethics for SMEs Lighthouse Award</li> <li>• Official Photograph of Plenary Dialogue</li> </ul>
9:15-9:45	Networking Coffee / Tea Break – Song Hong Ballroom Foyer
9:45-11:00	<p>Executive Roundtable on Making the Business, Economic, and Social Case for Ethical Business Practices in the Medical Device and Biopharmaceutical Sectors</p> <ul style="list-style-type: none"> <li>• <u>Executive Roundtable:</u> <ul style="list-style-type: none"> <li>○ Dr. Steven Hildemann, MD, Ph.D. Senior Vice President &amp; Global Chief Medical Officer, Merck KGaA</li> <li>○ Mr. Mario Mongilardi Founder &amp; General Manager, Laboratorios Americanos SA President, Lima Chamber of Commerce</li> <li>○ Ms. Bronwen Taylor Vice President, Compliance &amp; Risk Management, Stryker Corporation</li> </ul> </li> <li>• <u>Facilitator:</u> <ul style="list-style-type: none"> <li>○ Ms. Kathleen Hamann, Partner, Pierce Atwood LLP</li> </ul> </li> <li>• <u>Scene-Setter:</u> While high-standard ethical business practices are widely acknowledged as vital to the success and sustainability of the medical device and biopharmaceutical sectors to meet patient needs and strengthen SMEs, a deeper conversation is warranted on (A) the reasons why and methodology behind making the business, economic, and social case for action, (B) the benefits to each organization in successfully making this case, and (C) the specific actions APEC can undertake to support this effort. The session will bring together leading executives from both sectors in a roundtable conversation – no prepared remarks / no presentations – on these topics. The facilitator will initiate the roundtable with questions and the discussants will also be expected to raise questions and share views with each other. Should time permit, the facilitator will open the floor for inquiries from the plenary delegates. The moderator will close the discussion at 10:55 and summarize the key recommendations made for consideration by plenary delegates and the <i>Business Ethics for APEC SMEs Initiative</i>.</li> </ul>

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PLENARY SESSION (PHASE ONE) – RECENT PROGRESS & STRATEGIC ASSESSMENT		
11:00-11:25	<b>2017 Plenary Agenda, Annual Progress Report, and Results of Pilot Enterprise Survey</b> <ul style="list-style-type: none"> <li>• <i>Review 2017 Agenda &amp; Annual Progress Report: Andrew Blasi, C&amp;M International</i></li> <li>• <i>Pilot Enterprise Survey Results: Teodoro Padilla (PHAP) &amp; Bella Buniel (PAMDRAP)</i></li> </ul>	
11:25-12:30	<b>Strategic Assessment of the Nanjing Declaration's 2020 Commitments &amp; Beyond</b> <ul style="list-style-type: none"> <li>• <u>Session Facilitator &amp; Co-Chairs:</u> <ul style="list-style-type: none"> <li>○ <i>Facilitator: Ms. Patricia Wu, C&amp;M International</i></li> <li>○ <i>Mr. Christopher White, AdvaMed (Co-Chair, EWG, APEC Kuala Lumpur Principles)</i></li> <li>○ <i>Mr. Russell Williams, Diabetes Canada (Co-Chair, EWG, APEC Mexico City Principles)</i></li> </ul> </li> <li>• <u>Objective:</u> To facilitate progress on established and emerging needs for the APEC region, the co-chairs will present a one-page strategic assessment for the <i>Business Ethics for APEC SMEs Initiative</i>, overviewing inputs, activities, outputs, outcomes, and impact. The strategic assessment will examine the initiative's 2020 commitments and the additional outcomes that may be sought. After the co-chair's presentation, plenary delegates will deliberate for a maximum of 45 minutes, providing recommendations to the strategic assessment as well as volunteering their support for specific components. The proposed strategic assessment document, along with plenary recommendations, will be presented to the Project Overseer for consideration. Delegates will receive the draft strategic assessment one week before the plenary.</li> </ul>	
12:30-13:00	<b>Developments on Consensus Frameworks for Ethical Collaboration</b> <i>3 Minute Flash Updates from Several APEC Economies</i>	
13:00-13:30	<b>Lunch Break – Sheraton (Voucher Provided)</b> <ul style="list-style-type: none"> <li>• <i>Medical Device (Hemispheres Restaurant)</i></li> <li>• <i>Biopharmaceutical (D'or Lobby Restaurant)</i></li> </ul>	<b>Lunch Break – Sheraton (Voucher Provided)</b>
13:30-13:55		<b>Peruvian Consensus Framework Implementation Status Session</b>  <i>Open to Interested Attendees</i> <i>Facilitator: Andrew Blasi, C&amp;M International</i> <i>Location: Business Center Boardroom</i>
14:00-14:25		<b>Philippines DOH/AO No. 2015-0053 Status Session &amp; Expanding Multi-Stakeholder Collaboration in Indonesia</b>  <i>Open to Interested Attendees</i> <i>Facilitator: Andrew Blasi, C&amp;M International</i> <i>Location: Business Center Boardroom</i>

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PLENARY SESSION (PHASE TWO) – 2017 DELIVERABLES			
14:30-15:45	<p><b>APEC Guidance for Ethical Third Party Sales and Marketing Intermediary Relationships in the Medical Device Sector</b></p> <ul style="list-style-type: none"> <li>• <u>Session Chair</u>: Mr. Christopher White, AdvaMed</li> <li>• <u>Objective</u>: In 2016, APEC SME Ministers and APEC Ministers extended their support for the development of guidance for ethical third party sales and marketing intermediary relationships. The chair of the virtual group for the medical device sector tasked by the Project Overseer will present draft Guidance for further recommendations by plenary delegates. The draft Guidance for the medical device sector and recommendations will be presented to the Project Overseer for consideration at the end of the plenary. Delegates will receive the initial draft Guidance one week before the plenary.</li> </ul>		
15:45-16:00	<p><b>Networking Coffee / Tea Break – Song Hong Ballroom Foyer</b></p> <p><i>NOTE: Participants should transfer to preferred group planning session by <u>16:00</u></i></p>		
PLENARY SESSION (PHASE THREE) – GROUP PLANNING SESSIONS			
16:00-16:45	<p><b>Advance Preparations for the 2018 APEC Business Ethics for SMEs Forum (Tokyo, Japan)</b>  <i>Chair: Lynn Costa</i>  <i>Location: Song Da Room</i></p>	<p><b>Australia Consensus Framework Exploratory Session</b>  <i>Chair: Adrian Cosenza</i>  <i>Location: Song Thao Room</i></p>	<p><b>China Consensus Framework &amp; Stakeholder Collaboration Exploratory Session</b>  <i>Chair: Russell Williams</i>  <i>Location: Song Lo Room</i></p>
16:45-17:30	<p><b>Scaling Implementation: APEC Digital Training and Online Certification</b>  <i>Chair: Chrisoula Nikidis</i>  <i>Location: Song Da Room</i></p>	<p><b>Formation of an APEC Healthcare Professionals Ethical Business Practice Steering Group</b>  <i>Chair: Kenneth Hartigan-Go</i>  <i>Location: Song Thao Room</i></p>	<p><b>Implementation of APEC Guidance for Ethical Third Party SMI Relationships (Medical Device Sector)</b>  <i>Chair: Chris White</i>  <i>Location: Song Lo Room</i></p>
PLANNING SESSION REPORTS, NEXT STEPS, AND CLOSING SUMMATION			
17:45-18:00	<p><b>CLOSING SUMMATION</b>  <i>Location: Song Hong Ballroom</i></p> <ul style="list-style-type: none"> <li>• <u>Recapitulation of Small Group Planning Session Action Items</u>: Two Min. Limit Per Chair</li> <li>• <u>Announcement of 2018 APEC Business Ethics for SMEs Forum (Tokyo, Japan)</u>  Industry, Healthcare Professional, and Government Representatives from Japan</li> <li>• <u>Final Notes</u>: Ms. Lynn Costa, Project Overseer, Business Ethics for APEC SMEs Initiative</li> </ul>		